

Realization of small businesses economic interests on instagram

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Abstract

This research considers how Russian small businesses can carry out their economic interests using the social network Instagram. There is a review of special applications (programs) that can help small businesses to promote their Instagram account. One of the applications has been tested over a long period; there is a conclusion that in practice, most of the objectives of proposed applications do not work so effectively. The reasons of inefficient work have been defined. We have interviewed 80 accounts of small businesses in Kazan and the number of enterprises using applications for the promotion of their account has been elicited. There has been made a classification of all accounts to simplify the work of small businesses on Instagram, also it has been shown what category had more potential buyers specifically for small businesses. Two new concepts "Liker" and "supposed Liker" have been introduced. It is shown that social media has a great influence on: 1. realization of small businesses economic interests in terms of improving customer relations and customer service; 2. improving access to information and reducing costs in marketing; 3. growing number of sales. So that's why companies need to develop by using Instagram.

Keywords

Economic interests, Followers accounts, Instagram, Small business, Social networks